

## **MHM–102**

### **Front Office and Public Relations**

Master of Hotel Management (MHM–11/16)

First Semester, Examination, 2017

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

#### **Section–A**

##### **(Long Answer Type Questions)**

**Note :** Section ‘A’ contains four (04) long answer type questions of nine and half ( $9\frac{1}{2}$ ) marks each. Learners are required to answer *two* (02) questions only.

1. Classify Hotel on the basis of star rating.
2. Explain the check in procedure of group and walk-in guest (individual). Also draw the format of registration card (GRC).
3. Define Public Relation. Mention the need and responsibilities of public relation (PR) department.
4. Discuss the importance of forecasting in the hotel. Also explain briefly forecasting factors and frequency with forecasting formula.

**Section-B****(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Highlight the functions of Lobby Manager.
2. Mention the different types of rooms found in the hotel.
3. What is safety deposit box ? Explain the issue and surrender procedure of safety locker followed in hotel.
4. Discuss the types of guest complains. List their handling procedure also.
5. Write a note on 'Guest relations'.
6. What is log book ? List the importance and process of maintenance of log book.
7. Mention the telephone etiquettes followed in hospitality industry.
8. Explain the check out procedure followed in the hotel.

**Section-C****(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of half ( $\frac{1}{2}$ ) mark each. All the questions of this Section are compulsory.

1. Hotel situated on the highway are known as ..... .  
(Motel/Rotel)
2. European plan includes only room rent. (True/False)
3. ....is the head of Bell Desk. (Bell Captain/Bell Boy)
4. No Show is a situation where guest does not arrive even after confirm reservation. (True/False)

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5. .... is a written mode of reservation.

(Letter/Telephone call)

6. .... plan includes room rent and all three major meals. (Modified American Plan/American Plan)

7. .... is process to convince/persuade guest to buy a more expansive item. (Upselling/Downselling)

8. DL stands for Double Lock. (True/False)

9. ....key opens all locks ever if they are double locked. (Grand master key/Floor key)

10. The other name for Whitney Slip is ..... .

(Shannon Slip/Krypton Slip)

